COMBINED DECLARATION AND POWER OF ATTORNEY

As a below named inventor(s), I hereby declare that:

TYPE OF DECLARATION

This declaration is for a utility patent application.

INVENTORSHIP IDENTIFICATION

My residence, post office address and citizenship are as stated below, next to my name. I believe that I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if two or more names are listed below) of the subject matter that is claimed, and for which a patent is sought on the invention entitled:

TITLE OF INVENTION

SYSTEM AND METHOD FOR SIMULTANEOUS BROADCAST FOR PERSONALIZED MESSAGES

SPECIFICATION IDENTIFICATION

| The specification | |
|---------------------|---------------------------------|
| is attached hereto. | |
| was filed on | and has U.S. Application Number |
| and was amended of | on . |

ACKNOWLEDGMENT OF REVIEW OF PAPERS AND DUTY OF CANDOR

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information, which is material to patentability as defined in 37, Code of Federal Regulations, Section 1.56.

PRIORITY

The present application claims the benefit under 35 U.S.C. §119(e) of Prior U.S. Provisional Applications:

Provisional Application Serial Number 60/236,990

Filing Date September 29, 2000

The present application claims the benefit under 35 U.S.C. §120 of the following Applications:

Application Serial Number 09/545,015

Filing Date April 7, 2000 Status pending

POWER OF ATTORNEY

I hereby appoint the following practitioner(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

APPOINTED PRACTITIONER(S)

Brian L. Michaelis, Reg. No. 34,221 Mark S. Leonardo, Reg. No. 41,433 Barry C. Nelson, Reg. No. 46,951 Lucy Elandjian, Reg. No. 46,164 Maria Eliseeva, Reg. No. 43,328 David D. Lowry, Reg. No. 38,538 Peter B. Sorell, Reg. No. 44,349 Joseph P. Quinn, Reg. No. 45,029 John J. Penny, Jr., Reg. No. 36,984

All of Brown, Rudnick, Freed & Gesmer, One Financial Center, Boston, MA 02111

SEND CORRESPONDENCE TO

DIRECT TELEPHONE CALLS TO:

Brian L. Michaelis, Esq. Brown, Rudnick, Freed & Gesmer One Financial Center Boston, MA 02111 Brian L. Michaelis, Esq. Phone: 617-856-8369 Fax: 617-856-8201

DECLARATION

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

SIGNATURE(S)

| First Joint Inventor: Seth Haberman | |
|--|------|
| Inventor's signature: | Date |
| Country of Citizenship: U.S.A | |
| Residence: 1 West 85 th Street, Apt. 7C, New York, NY 10024 | |
| Post Office Address: Same as above | |
| | |
| Second Joint Inventor: Chester L. Schuler | |
| Inventor's signature: | Date |
| Country of Citizenship: U.S.A | |
| Residence: 30 Westminster Drive, Marlboro, MA 01752 | |
| Post Office Address: Same as above | |
| Third Joint Inventor: Abeljan van der Burgh Inventor's signature: | Date |
| Inventor's signature: Country of Citizenship: U.S.A | Date |
| Residence: 1 West 85 th Street, Apt. 1F, New York, NY 10024 | |
| Post Office Address: Same as above | |
| Fourth Joint Inventor: Alex Jansen | |
| Inventor's signature: | Date |
| Country of Citizenship: U.S.A | |
| Residence: 101 West End Street, Apt. 5J, New York, NY 10023 | |
| Post Office Address: Same as above | |

| Fifth Joint Inventor: | Gerrit Niemeijer | |
|-----------------------|------------------|--|
| | | |

Inventor's signature: ______Date _____

Country of Citizenship: U.S.A

Residence: 23 Arcularius Terrace, Maplewood, NJ 07040

Post Office Address: Same as above

#1010856 v\1 - michaebl - Inzc01!.doc - 20429/9